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Vector Tobacco's New Reduced Carcinogen Cigarette Scores High in Taste Tests Against Leading Premium Brand

Vector Group Ltd. (NYSE: VGR) announced today that OMNI, Vector Tobacco's new reduced carcinogen cigarette, performed exceptionally well in consumer taste tests, scoring equal to or slightly better than the leading premium cigarette.

The Company also announced that production of commercial quantities of OMNI will commence next week and that OMNI would be available in select retail stores nationwide in the second half of October.

OMNI full flavor and light cigarettes were tested against the leading premium cigarette brand in each category in two separate quantitative taste tests featuring 600 smokers. Smokers tested rated OMNI's taste at equal to or slightly better than the leading premium brand in the respective categories.

"We've said all along that OMNI tastes, smokes and burns just like any other cigarette – and these test results prove that," said Bennett S. LeBow, Chairman and Chief Executive Officer of Vector Group. "For OMNI to perform as well as, and in some cases better than, the leading premium cigarette brand in blind taste tests is a significant achievement, and should create strong momentum for our October launch. While there is no such thing as a safe cigarette, we believe that a premium taste, reduced carcinogen cigarette such as OMNI provides smokers with a better alternative."

OMNI is the first reduced carcinogen cigarette that tastes, smokes, and burns just like any other premium cigarette. In OMNI, Vector Tobacco has greatly reduced many of the specific carcinogens that the medical community has identified as the major causes of lung cancer in smokers, including PAHs (polycyclic aromatic hydrocarbons), nitrosamines, and catechols. OMNI technology uses a proprietary process in which regular tobacco is treated with a complex catalytic system, thereby significantly reducing the carcinogen levels.

Vector Group is a holding company that indirectly owns Liggett Group Inc., Vector Tobacco and a controlling interest in New Valley Corporation.

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OMNI Kings and 100's: 15 mg. "tar," 1.0 mg. nicotine; Lights Kings and Lights 100's: 12 mg. "tar," 0.8 mg. nicotine; Ultra Lights 100's: 6 mg. "tar," 0.5 mg. nicotine.
ave. per cigarette by FTC Method

Reductions are in comparison to comparable styles of the leading brand.